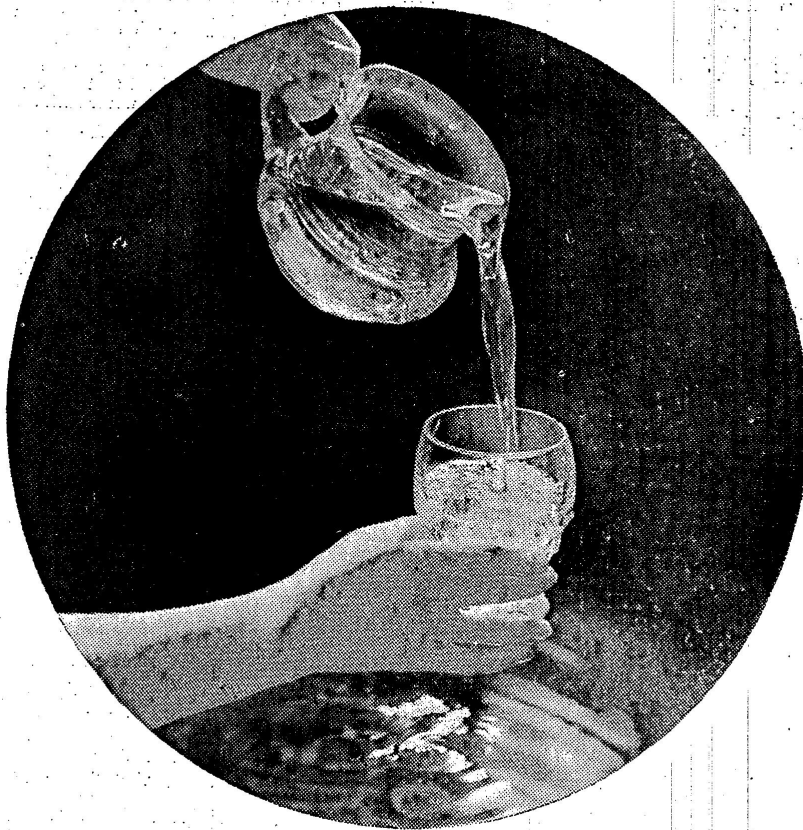


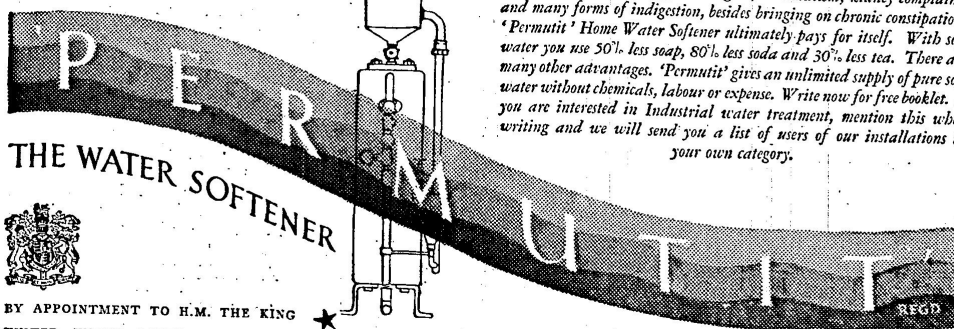
What the water did



There was once some water. It looked so innocent that none gave it a thought. But a physician came with a warning. "Your rheumatism is worse," he told the master of the house, "through drinking our local hard water." So they installed a 'Permutit' water softener The laundry grew whiter. The cleaning and washing was

less of a toil. Soda became unnecessary and soap went twice as far. The mistress's mirror showed her a clearer skin. The tea had a richer flavour. The master's rheumatism grew less insistent. And after a little time it was evident to everyone that the hard water had not been as innocent as it had looked.

You will be interested in our free booklet "Soft Water in the Home." Drinking hard water aggravates gout, rheumatism, kidney complaints and many forms of indigestion, besides bringing on chronic constipation. 'Permutit' Home Water Softener ultimately pays for itself. With soft water you use 50% less soap, 80% less soda and 30% less tea. There are many other advantages. 'Permutit' gives an unlimited supply of pure soft water without chemicals, labour or expense. Write now for free booklet. If you are interested in Industrial water treatment, mention this when writing and we will send you a list of users of our installations in your own category.



BY APPOINTMENT TO H.M. THE KING
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Isn't the water hard in your district?

United Water Softeners Limited.

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